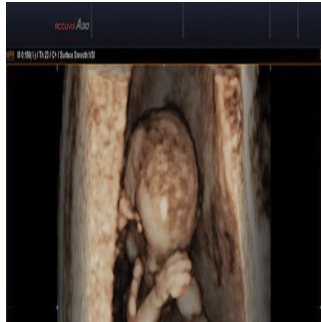


RSNA 2013: Samsung Displaying Full Healthcare Equipment Portfolio



Samsung invites RSNA attendees to discover new healthcare experience via the company's full portfolio of healthcare equipment including CT, Digital Radiography and Ultrasound

Samsung Electronics America Inc., a subsidiary of Samsung Electronics Co., Ltd, is showcasing its growing presence in the radiology field and its commitment to deliver a new healthcare experience through accurate, easy and fast diagnostics solutions at the Radiological Society of North America (RSNA) Annual Meeting at McCormick Place in Chicago. Product specialists will be on hand all week at booth #6913 (North Building) demonstrating Samsung's full range of solutions including Ultrasound, Digital Radiography (DR) and portable Computed Tomography (CT) systems.

"This has been a tremendous year of growth for Samsung in Health and Medical Equipment. We have significantly expanded our product portfolio in 2013, starting with the acquisition of NeuroLogica Corporation, the expansion of our presence in the Point-of-Care Ultrasound market and launching a suite of Digital Radiography systems," said Doug Ryan, Group Vice President for Samsung's Health and Medical Equipment (HME) unit within its Enterprise Business Division. "As the US healthcare industry undergoes its most significant transition in a generation, we are excited about the opportunities ahead to work with healthcare providers to unlock workflow efficiencies and enhance the quality of care."

The changing healthcare landscape will challenge healthcare providers to find more efficient and cost-effective clinical pathways to deliver diagnosis and transform the care they offer to patients. Samsung's portfolio of healthcare products offers providers high performance combined with the ergonomic design and enhanced user-experience through innovation that has made Samsung a global technology leader.

For the first time in the Samsung booth, subsidiary NeuroLogica will be showcasing its lineup of innovative portable Computed Tomography solutions. From the 32-slice BodyTom to the small bore CereTom and inSPIra HD SPECT, NeuroLogica's mobile solutions bring CT imaging to the patient, whether they be in intensive care, the operating room, emergency department or other key clinical areas.

Now commercially available in the US, Samsung is also demonstrating its lineup of Samsung XGEO Digital Radiography systems which combine advanced imaging technology, award-winning design and user-friendly automated workflows to meet the demands of 21st century radiology departments. In 2014, Samsung is also introducing a new detector that will provide enhanced image quality in low dose conditions by direct deposition technology for the Samsung XGEO GC80 and XGEO GU60A as well as other new DR systems

As providers increasingly recognise the broader advantages of Ultrasound, Samsung has also expanded its UGEO lineup in 2013 to complement existing Samsung Medison Ultrasound systems.

Ultrasound systems on display at the booth will include:

- The Accuvix A30, Samsung Medison's advanced ultrasound system now featuring "Fetal Realistic View" rendering technology
- The UGEO H60, providing advanced imaging in a compact, ergonomic design
- The SonoAce R7, a compact system providing full spectrum imaging for greater diagnostic confidence
- The UGEO PT60A, Samsung's first tablet-based ultrasound system, with performance, compact size and ease of use for Point-of-Care applications
- The UGEO HM70A, a new high-end hand held system

Investment in the healthcare industry is an important part of Samsung's 2020 global growth vision. The 2012 launch of Samsung Electronics America's Health and Medical Equipment business, which unified Samsung Medison America's personnel within the Enterprise Business Division, and this year's acquisition of leading mobile CT provider NeuroLogica provide key capabilities and create a unified structure for Samsung on the path to becoming a trusted leader in the healthcare industry.

To solidify this investment, Samsung has continued to strengthen its leadership team throughout 2013 with the addition this past summer of Doug Ryan – who has more than 20 years of experience in strategic business development in healthcare – to lead the HME unit in the U.S. and explore new avenues of growth for the company in the healthcare industry.

Source: [Samsung](http://www.samsung.com)

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